

SICAM Pordenone, Italy, October 15-18, 2019

## **Schwinn at SICAM 2019: The “Vienna Cane” pattern – a modern design classic – is now woven into a new pull design.**

**Open, delicate and distinctive – a new tab pull presented at the Schwinn booth at SICAM Pordenone, Italy, October 15-18, 2019. Inspired by the prominent design of the woven cane seat of the Vienna coffee house chair, the new see-through tab pull allows veiled views of the cabinet in a kitchen or living room.**

Developed around 1850 by Michael Thonet who captured the charming character of the Vienna coffee house with the design of his chair this woven cane pattern is currently experiencing a revival in furniture design. Beyond a renewed interest in the traditional chair there are new applications of the design and material in screens, lighting, furniture door panels, and table tops. Capitalizing on its expertise and nearly 100 years of knowledge of working with metals Schwinn was able to translate the essence of the design into a tab pull. The functional character of the pull respects the aesthetic and cultural value of its inspiration.

The basis of this weaving technique, which uses 4 thin stripes of cane, stretched in 4 directions, probably goes back nearly 4,000 years, are 2 horizontal stripes, 2 perpendicular stripes, and 2 diagonal stripes of cane. This octagonal pattern was expanded by Ruediger Wolf, who designed the Schwinn pull, to create a harmonious structure. A structure that allows the pull, which is available in 32 and 160 mm C/C, to be used in a non-directional way in a variety of applications.

The new tab pull “Vienna Woven Cane” is suitable for panels up to 19 mm and is fastened to the back of the panel with wood screws. The material can be plated, powder coated, or painted allowing almost unlimited options for custom finishes. At SICAM the pull is presented in stainless steel look, matte black, and matte gold.



*Caption 1: Open, delicate, and distinctive - a new tab pull presented at the Schwinn booth at SICAM 2019 is inspired by the prominent design of the woven cane seat of the Vienna coffee house chair. The new see-through tab pull allows veiled views of the cabinet in a kitchen or living room. Photo: Schwinn*



*Caption 2: Capitalizing on its expertise and nearly 100 years of knowledge of working with metals Schwinn was able to translate the essence of the “Vienna Cane” design into a tab pull. The deep matt black tone characterises stylistically the 1930s. Photo: Schwinn*